

UNITED STATES PATENT AND TRADEMARK OFFICE

Application: 09/465,730 | Examiner: Raquel Alvarez

Filed: 05/17/2000 | Art Unit: 3688

Inventor: Charles Eric Hunter | Atty. Ref.: 0108020.0533877

Title: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE
ELECTRONIC BILLBOARD DISPLAYS TO CARRY
ADVERTISEMENTS FOR PRODUCTS THAT CAN PURCHASE
THROUGH A UNIVERSAL, AUTOMATED ORDER PROCESSING
SYSTEM**

INFORMATION DISCLOSURE STATEMENT

In accordance with 37 CFR 1.97 and 1.98 Applicant herewith submits certain information that the Patent & Trademark Office may wish to consider in examining the above-identified application. The information is listed on the attached PTO/SB/08A and 08B. Pursuant to MPEP 609.04(a) II, no copies are provided herewith of U.S. patents cited. Copies of foreign patents and non-patent literature are provided herewith. Please treat all information as prior art until it is proved otherwise. No representation is made or intended that a prior art search has been made, that better information is available, or that the information qualifies as prior art or is material to patentability.

Applicant would also like to draw the Office's attention to the following U.S. patents and patent applications that are co-owned with the present application:

- U.S. Non-Provisional Pat. App. No. 09/784,394;
- U.S. Non-Provisional Pat. App. No. 10/133,343;
- U.S. Non-Provisional Pat. App. No. 10/133,396;
- U.S. Non-Provisional Pat. App. No. 10/133,733;
- U.S. Non-Provisional Pat. App. No. 10/175,167;
- U.S. Non-Provisional Pat. App. No. 10/663,718;
- U.S. Non-Provisional Pat. App. No. 11/181,316;

- U.S. Non-Provisional Pat. App. No. 11/261,959;
- U.S. Non-Provisional Pat. App. No. 11/328,001;
- U.S. Non-Provisional Pat. App. No. 11/460,501;
- U.S. Non-Provisional Pat. App. No. 11/511,753;
- U.S. Pat. No. 6,424,998;
- U.S. Pat. No. 6,430,603;
- U.S. Pat. No. 6,430,605;
- U.S. Pat. No. 7,015,875;
- U.S. Pat. No. 7,038,637;
- U.S. Pat. No. 7,088,335;
- U.S. Pat. No. 7,088,352;
- U.S. Pat. No. 7,098,869; and
- U.S. Pat. No. 7,098,870.

In particular, Applicant encourages the Office to review the claims in each of the above-listed U.S. patents and patent applications against the claims of the present application. Applicant also encourages the Office to review every office action issued against each of the above-listed U.S. patents and patent applications while reviewing the claims of the present application.

Applicant notes that Applicant does not wish to rely on any arguments made by Applicant during prosecution of any of the above-listed U.S. patents and patent applications. In other words, no statements or arguments made by Applicant during prosecution of any of the above-listed U.S. patents and patent applications, or during prosecution of any other patent applications by Applicant, should be read as applying to any of the present claims in any way. The present claims should be interpreted as broadly as permitted by the disclosure, without any regard to any statement, argument, or claim amendment made in other applications.

Applicant also encourages the Office to review the prosecution histories of the following U.S. patent and patent application, including all office actions issued against the following U.S. patent and patent application, though the following U.S. patent and patent application are not co-owned with the present application:

- U.S. Non-Provisional Pat. App. No. 11/427,895; and
- U.S. Pat. No. 7,071,895.

The Commissioner for Patents is hereby authorized to charge any deficiency, including any fees required for an extension of time not already paid for or any other required fees not already paid for, or to credit any overpayment of fees, to Frost Brown Todd LLC Deposit Account No. 06-2226.

Respectfully Submitted,



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